



Annual Report

January - December 2020

**Town of Los Altos Hills
Mixed Compostables, Recyclables and Yard Trimmings
Contract**



January 29, 2021

Carl Cahill
Town of Los Altos Hills
26379 Fremont Road
Los Altos Hills, CA 94022

Dear Mr. Cahill,

Enclosed is the GreenWaste Annual 2020 report as required by the Collection of Mixed Compostables, Recyclables and Yard Trimmings Agreement between the Town of Los Altos Hills and GreenWaste Recovery, Inc.

The following are highlights of this report:

1. Annual Summary
2. Sales of Recyclables Materials
3. Contaminants
4. Problems Encountered
5. Public Education Activities
6. Telephone Log
7. New Service Recipients
8. Missed Pickups
9. Bulky Goods
10. On-Call Clean-ups
11. Town-wide Clean-ups

It has been a pleasure servicing the Town of Los Altos Hills and its residents. We're pleased with the positive response we have had from the residents and look forward to continuing to service the Town of Los Altos Hills.

Sincerely,

Valerie Chavez
GreenWaste Recovery, Inc.
Direct: (408) 938-4925
Email: vale@greenwaste.com

1. ANNUAL SUMMARY

Residential and Commercial Tonnage Summary - 2020

	Q1			Q2			Q3			Q4		
	Collected	Trash	Recycled	Collected	Trash	Recycled	Collected	Trash	Recycled	Collected	Trash	Recycled
Curbside RECY 1	285.16	57.03	228.13	362.92	72.58	290.34	345.75	69.15	276.60	361.80	72.36	289.44
Curbside RECY 2	67.70	27.08	40.62	13.61	5.44	8.17	16.22	6.49	9.73	16.48	6.59	9.89
Curbside RECY 3	0.00	0.00	0.00	0.00	0.00	0.00	0.67	0.54	0.13	1.24	0.99	0.25
Office RECY 1	0.00	0.00	0.00	1.13	0.23	0.90	0.00	0.00	0.00	0.00	0.00	0.00
Office RECY 2	8.02	3.21	4.81	9.71	3.88	5.83	8.31	3.32	4.99	8.77	3.51	0.00
Office RECY 3	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.26
Processed Compostables 2	1,062.11	318.63	743.48	1,109.30	332.79	776.51	1,057.82	317.35	740.47	1,105.23	331.57	773.66
Street Sweeping	1.43	1.43	0.00	1.74	1.74	0.00	0.27	0.27	0.00	1.01	1.01	0.00
Yard waste - in	461.31	4.61	456.70	446.34	4.46	441.88	582.63	5.83	576.80	651.10	6.51	644.59
Quarter Tonnage Total	1,885.73	411.99	1,473.74	1,944.75	421.12	1,523.63	2,011.67	402.95	1,608.72	2,145.63	422.54	1,723.09
Quarter Diversion Rate	78.21%			78.36%			79.98%			80.31%		

Roll-off Tonnage Summary - 2020

	Q1			Q2			Q3			Q4		
	Collected	Trash	Recycled	Collected	Trash	Recycled	Collected	Trash	Recycled	Collected	Trash	Recycled
Brush	0.44	0.00	0.44	4.18	0.04	4.14	13.50	0.13	13.37	4.03	0.04	3.99
Brush Mixed	0.00	0.00	0.00	12.31	0.12	12.19	4.51	0.04	4.47	25.96	0.26	25.70
C&D	182.68	41.41	141.27	155.87	35.34	120.53	229.59	52.05	177.54	131.97	29.92	102.05
Composition Roof	3.89	2.30	1.59	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Concrete	18.95	0.12	18.83	0.00	0.00	0.00	50.48	0.32	50.16	25.78	0.16	25.62
Concrete 3	34.53	0.22	34.31	0.00	0.00	0.00	62.79	0.40	62.39	22.60	0.14	22.46
Dirt	22.46	0.45	22.01	0.00	0.00	0.00	8.86	0.18	8.68	0.00	0.00	0.00
Drywall Mix	7.92	0.25	7.67	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Miscellaneous Debris	125.40	28.43	96.97	48.46	10.99	37.47	123.77	28.06	95.71	80.01	18.14	61.87
Mixed Debris	4.38	0.99	3.39	0.00	0.00	0.00	2.20	0.50	1.70	0.00	0.00	0.00
Sheetrock	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.40	0.14	4.26
Stucco	0.00	0.00	0.00	0.00	0.00	0.00	8.24	0.05	8.19	0.00	0.00	0.00
Yard Waste	2.75	0.02	2.73	0.00	0.00	0.00	0.00	0.00	0.00	21.80	0.22	21.58
Quarter Tonnage Total	403.40	74.19	329.21	220.82	46.49	174.33	503.94	81.73	422.21	316.55	49.02	267.53
Quarter Diversion Rate	81.61%			78.95%			83.78%			84.52%		

2. SALES OF RECYCLABLES MATERIALS

GreenWaste Recovery collected **1,507.49** tons of recyclables in 2020. All recyclables were sorted by categories: film plastic, HDPE Mix 2-7, steel can, mixed paper, OCC, rigid plastic, HDPE natural, HDPE color, aluminum cans, scrap aluminum foil and PET. Collected recyclables were processed and sold.

	Sale of Recyclables Materials
Quarter 1	360.88
Quarter 2	387.37
Quarter 3	370.95
Quarter 4	388.29
Total:	1,507.49

3. CONTAMINANTS

During 2020, GreenWaste collected 1,507.49 tons of recyclables. Of the recycling tons collected, **332.40** tons were contaminants. All contaminants were removed, mixed with our garbage, and transported to Newby Island Landfill located at 1601 Dixon Landing Rd, Milpitas, CA 95035.

	Contaminants
Quarter 1	87.32
Quarter 2	82.13
Quarter 3	79.50
Quarter 4	83.45
Total:	332.40

4. PROBLEMS ENCOUNTERED

To our knowledge, there was no problem encountered or scavenging occurring during the 2020 year to report to the Town of Los Altos Hills.

GreenWaste issued a total of **2,409** non-collection notices in 2020 to residents for an incorrect set out, carts blocked, issue with gates or codes, contamination, extras not scheduled, incorrect container used, refilled cart, didn't set out on time or containers overfilled or too heavy.

	Non-Collection Notices
Jan-20	177
Feb-20	103
Mar-20	184
Apr-20	278
May-20	352
Jun-20	270
Jul-20	271
Aug-20	196
Sep-20	159
Oct-20	159
Nov-20	104
Dec-20	156
Total:	2,409

5. EDUCATION AND OUTREACH

In 2020, GreenWaste Recovery, Inc. focused on improved service and safety to the residents of the Town of Los Altos Hills. We will continue to implement innovative programs to keep residents informed of the services offered by GreenWaste Recovery, Inc.

Quarterly Bill Inserts/Direct Mailers

February 1 –The Spring 2020 GreenScene newsletter was mailed to all residents along with their February 1, 2020 invoices.

May 1 – The Summer 2020 GreenScene newsletter was mailed to all residents along with their May 1, 2020 invoices. This newsletter highlighted program changes related to the new Agreement.

August 1 – The Fall 2020 GreenScene newsletter was mailed to all residents along with their August 1, 2020 invoices. This newsletter highlighted Health and Safety Tips, Holiday Schedule, What is New at the GreenWaste MRF and how to get connected with GreenWaste

November 1 – The Winter 2020 GreenScene Newsletter was mailed to all residents along with their November 1, 2020 invoices. This newsletter highlighted the upcoming Holiday schedule, collection trends, information on our Material Recovery Facility Virtual Tour, and the different ways to connect with us on social media.

Updates to GreenWaste website

Throughout the year, GreenWaste updated the Town of Los Altos Hills webpage to keep content current with new program rollout and clarifications on questions the Town received. March 13, 2020, GreenWaste posted an update on the COVID-19 pandemic under *Important News* on our home page. A few days later, March 18, 2020, GreenWaste applied the following day greeting for our customers to hear:

Thank you for calling GreenWaste. We do not anticipate an interruption of services as a result of the coronavirus. GreenWaste is taking precautionary measures to provide for the health and safety of our employees and communities. Please regularly check our website and social media platforms for updates. Your call may be monitored and recorded for quality assurance purposes. Para espanol, oprima numero cinco. Please hold for the next available agent.

During the second quarter, GreenWaste posted details on site location changes for the monthly Fire Prevention and quarterly Town Clean-up events. As well as any cancellations or rescheduled dates for special events.

GreenWaste had been working on a website upgrade which would make for a more user-friendly experience for Los Altos Hills customers, and happy to say we went live on October 23, 2020.

Social Media

GreenWaste continued to post and share content on all our social media platforms regarding collection vehicles, processing equipment, sorting tips, holiday reminders and COVID-19 awareness.

GreenWaste also worked closely with the Town on targeted content to address proper set outs and help reduce non-collections. Detail of the site location change for the Fire Prevention and Town Clean-up event were also shared several times on GreenWaste pages.

New Collection Program/Transition

During the first quarter, GreenWaste completed the new Service Recycle Guide as well as matching the new service program now offered. In the Summer 2020 GreenScene newsletter, we advised customers on the current status of program rollouts, including waste sorting guidance.

Fire Prevention Events

Date	Tons	No. of Customers	No. of Drop-offs	No. of Non-LAH customers
1/18/2020	11.05	19	42	3
2/15/2020	11.00	23	42	0
3/21/2020	Postponed/cancelled due to COVID-19			
4/18/2020	Postponed/cancelled due to COVID-19			
5/16/2020	4.95	17	39	0
6/20/2020	10.99	42	70	0
7/18/2020	7.45	19	33	0
8/15/2020	6.06	17	37	0
9/19/2020	12.55	37	69	0
10/17/2020	7.83	27	49	0
11/21/2020	7.08	21	43	0
12/19/2020	7.22	19	45	0

Youth Education Programs

A Virtual Education Program utilizing the GreenWaste Children's Book was created to share with the Town's younger audience. The book teaches kids about friendship, the GreenWaste MRF, anti-litter, compost, and the importance of recycling.

Special Events

On February 7, 2020, GreenWaste performed a single stream recyclables Material Recovery Facility (MRF) tour for 9 Los Altos Hills residents. The MRF tour designed to educate the Los Altos Hills Community members who are interested in learning more about what happens to their waste after it is collected. The attendees of this tour had several questions about whether

specific types of materials were acceptable in their recyclables cart. Everyone left well informed about how their waste is processed and left motivated to continue their efforts at home.

On March 6, 2020, GreenWaste performed a single stream recyclables MRF tour for 7 Los Altos Hills residents. The MRF tour designed to educate the Los Altos Hills Community members who are interested in learning more about what happens to their waste after it is collected. The attendees of this tour were amazed at how much high-tech equipment is utilized and the mechanics of the machinery. There were several basic questions about acceptable items in the recyclables cart, but more of the focus was on the processing operation. All attendees left satisfied knowing that their efforts at home truly make a difference.

Throughout the year, GreenWaste created MRF Virtual Tour videos available for the community to learn about how GreenWaste processes the material from the Town.

6. TELEPHONE LOG

In 2020, GreenWaste received **3,871** calls and **18** complaints regarding issue with incorrect set out, driver not closing the lids after collection, disputing drive-on or walk-on charges and all were resolved within 24-hours.

	Complaints	No. of Calls
Quarter 1	8	963
Quarter 2	4	1,071
Quarter 3	4	1,011
Quarter 4	2	826
Total:	18	3,871

7. NEW SERVICE RECIPIENTS

In 2020, GreenWaste setup **135** new customer accounts. A breakdown by year and month is below:

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Jan	-	12	12	9	10	14	11	12	10	8	8	6	9
Feb	-	7	12	10	5	17	19	19	8	10	10	4	4
Mar	-	8	11	10	12	9	17	25	6	4	5	5	9
Apr	-	11	9	16	8	21	20	22	14	7	12	5	7
May	-	13	11	14	16	40	21	8	9	10	15	15	9
Jun	-	12	16	16	21	23	36	17	14	24	16	14	13
Jul	-	17	18	24	24	27	21	15	13	6	11	13	14
Aug	-	14	16	24	17	27	30	9	8	14	12	7	19
Sep	-	17	17	17	16	10	28	9	16	18	9	7	13
Oct	27	14	18	11	16	6	40	28	14	9	7	7	7
Nov	16	15	19	7	10	8	24	8	2	12	5	6	13
Dec	14	18	16	13	9	11	17	11	5	11	8	4	18
Total:	57	158	175	171	164	213	284	183	119	133	118	93	135

8. MISSED PICKUPS

GreenWaste reported **192** missed collection on mixed compostables, recyclables or yard trimmings in 2020. All missed pickups were collected within 24-hours of being reported and in most cases, due to an incorrect set out. A breakdown by month is below:

	Missed Pick-ups
Jan-20	7
Feb-20	3
Mar-20	37
Apr-20	18
May-20	23
Jun-20	9
Jul-20	15
Aug-20	7
Sep-20	23
Oct-20	17
Nov-20	21
Dec-20	12
Total:	192

9. BULKY GOODS

GreenWaste collected a total of **14** bulky goods in 2020. Each resident was charged the Bulky Item Pick-up rate listed on the Rate Sheet of \$30.00 (Jul 1 \$30.74). These residents paid the fee due to redeeming their two 2020 on-calls or decided to pay for the items and save their on-calls for another time.

	Bulky Goods
Quarter 1	0
Quarter 2	6
Quarter 3	5
Quarter 4	3
Total:	14

10. ON-CALL CLEAN-UP

In 2020, GreenWaste scheduled **424** On-Call Clean-ups for the Town of Los Altos Hills residents. Each was scheduled on their collection day, collected curbside and at no charge.

	On-call Clean-ups
Jan-20	34
Feb-20	20
Mar-20	14
Apr-20	25
May-20	30
Jun-20	47
Jul-20	52
Aug-20	31
Sep-20	27
Oct-20	42
Nov-20	35
Dec-20	67
Total:	424

11. TOWN-WIDE CLEAN-UPS

GreenWaste was not able to host the Spring Town-Wide Clean-ups due to the pandemic and shelter in place order. Our usually event location at Foothill College closed and we were not allowed to use any part of the campus parking lot to hold the event. GreenWaste and the Town of Los Altos Hills eventually located a site large enough to hold the event at the Foothill College's Sunnyvale Campus located at 1070 Innovation Way, Sunnyvale CA. from 9:00 AM to 3:00 PM and all three events were scheduled later in the year.

Event Summary

Date:	07/25/2020
Customer Count:	713
Trash tons collected:	82.89
Metal tons collected:	5.88
E-waste tons collected:	2.97

Date:	08/29/2020
Customer Count:	420
Trash tons collected:	54.56
Metal tons collected:	2.02
E-waste tons collected:	1.62

Date:	11/14/2020
Customer Count:	493
Trash tons collected:	58.57
Metal tons collected:	1.83
E-waste tons collected:	1.24

GreenWaste followed the Social Distancing Protocol:

- Residents were to remain in their vehicles with windows rolled up and show their postcard or proof of residency through car window
- Staff held smaller signs attached to clipboards to help aid and communicate with residents
- Staff was required to wear face coverings the entire event
- Staff suggested (with signs) to residents to wipe down any portion of their vehicle staff may have touched, after the event
- Advised residents the process will be slower due to safety precautions